

## MAKING THE EASY CHOICE, THE HEALTHY CHOICE

Fifteen years ago, in a stroke of visionary genius, Oklahoma leaders placed a state question on the ballot to create the Oklahoma Tobacco Settlement Endowment Trust or TSET. The Constitutional amendment divides payments from the 1998 Master Settlement Agreement between the Tobacco Settlement Endowment Trust fund for investment and the Oklahoma State Legislature for appropriation.

Using only the earnings from the Trust's investments, TSET was established as a state grant-making trust, dedicated to improving the health and well-being of Oklahomans. With a strategic focus on preventing youth from starting to smoke or becoming obese, TSET funds a variety of statewide and local prevention grants within health systems and communities, supports research and treatment for cancer and tobacco-related diseases, and sponsors public education campaigns to encourage Oklahomans to eat better, move more, and be tobacco free.

By partnering statewide, TSET focuses on supporting healthy choices to reduce unhealthy behaviors before they take root. Tobacco use and obesity cause half of all cancers and are the primary risk factors for the leading causes of death in our state — cancer and cardiovascular disease. TSET grants and programs seek to address these costly diseases by creating environments that make the easy choice, the healthy choice. This comprehensive approach ultimately saves money, saves lives and reduces demand on an already overburdened health care system.

By investing in programs based on the best science available, the TSET Board of Directors is supporting long-term, sustainable change that benefits Oklahomans for generations to come. Through that lens, we invite you to review our FY15 accomplishments — the result of commitment by organizations and individuals to the belief that Oklahoma can be a healthier place to live, work, learn and play.



# FY15 MILESTONES

## PREVENTION

TSET invests in primary prevention to support healthy behaviors before unhealthy habits take root. Grants and programs focus on preventing and reducing tobacco use and obesity to reduce the leading causes of death in our state, cancer and cardiovascular disease.

**18**

peer-reviewed articles featuring Oklahoma's work to prevent and reduce tobacco use were published in a TSET-funded supplement of the American Journal of Preventative Medicine.

**333,671**

Oklahomans benefitted from TSET's Healthy Communities Incentive Grants.

**88,491**

students benefitted by the Healthy Schools Incentive Grants.

**63**

counties are served by 50 organizations under the TSET Healthy Living Program. This program aims to prevent tobacco use and obesity.



### Jenks Public Schools Improve Health & Wellness

With the support of a TSET incentive grant, Jenks Public Schools expanded their Action-Based Learning (ABL) program. Research shows that many children are kinesthetic learners. Movement in the learning process may help students retain and recall information better. The ABL labs at Jenks Public Schools have shown benefits beyond health improvement. Suzanne Cyrus, the teacher who led the program, said "We have had an increase in academic performance, decrease in absenteeism, and decrease in discipline referrals."



## RESEARCH

Since 2008, TSET has been a partner in bringing cutting-edge research and treatments to Oklahoma. TSET funds the Oklahoma Center for Adult Stem Cell Research, Oklahoma Tobacco Research Center, and the Stephenson Cancer Center. TSET's research grants advance life-changing discoveries, add to the knowledge base and provide hope.

**\$1.5 MILLION**

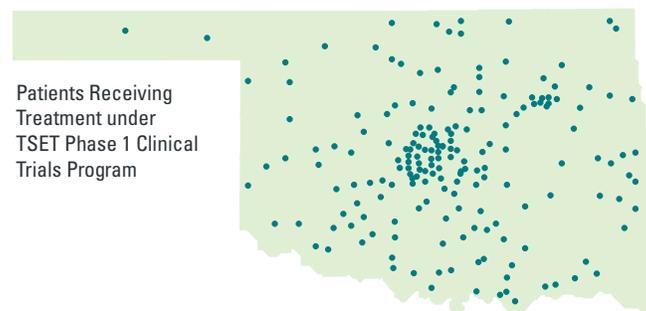
in annual external funding was secured by TSET-funded researchers at the Oklahoma Tobacco Research Center.

**OVER 100**

jobs were created by grants to the Oklahoma Center for Adult Stem Cell Research.

**231**

patients were enrolled in the Stephenson Cancer Center Clinical Trials Program. The program is in the top 3 nationally for patients enrolled.



### Expanded Grant Aids in Recruiting Top Researchers

In FY15, TSET expanded its grant with the Oklahoma Tobacco Research Center to \$20 million over 5 years. TSET funding has attracted world-class researchers to Oklahoma, including Jennifer Irvin Vidrine, PhD, and Damon Vidrine, DrPH. Jennifer serves as the Deputy Director for Tobacco Research. Damon is co-leader of the Cancer Health Disparities Program. His work focuses on developing prevention strategies for at-risk populations, including low-income adults.



## HEALTH SYSTEMS

TSET provides grants to health systems to address tobacco use and obesity. Grantees are often able to leverage federal dollars through the Oklahoma Health Care Authority to help expand reach and impact. In most cases, TSET funds 40 to 50 percent of the program cost.

### 118

medical residency slots were funded by TSET through a six-year, \$3.8 million grant to the Oklahoma State University Medical Authority to provide access to preventative screenings and treatment in underserved areas.

### 30

primary care physicians have established practices in rural and underserved areas through the Oklahoma Medical Loan Repayment Program funded by a TSET grant to the Physician Manpower Training Commission.

### 7,828

patients were referred to the *Oklahoma Tobacco Helpline* by health systems grantees, including the Department of Mental Health and Substance Abuse Services, Oklahoma Health Care Authority, and Oklahoma Hospital Association.

### Grant Helps Bring Doctors to Rural Areas

Dr. Kyle Kitchens, a native of Louisiana, is practicing in Grove as part of the Oklahoma Medical Loan Repayment program. Supported by a TSET grant to the Physician Manpower Training Commission, the program reimburses physicians up to \$160,000 if they practice in a medically underserved area for four years. With Oklahoma ranking near the bottom in access to primary care physicians, TSET's grant helps to improve access to doctors who play a vital role in educating patients on positive health behaviors, making referrals to the Oklahoma Tobacco Helpline, and providing preventative screenings and services. "Without the TSET grant, and that motivation to come to an unknown place, I would never have had that opportunity," Kitchens said.



## HEALTH COMMUNICATION

When combined with other programs, mass media campaigns are proven to be one of the most effective strategies to reduce tobacco use and promote healthy behaviors. TSET campaigns are proven to be effective in changing knowledge, attitudes and behaviors to support healthy lifestyles.

### 44.2%

of respondents surveyed for the 2015 *Shape Your Future* campaign evaluation strongly agreed to fill half their family's plates with fruits and vegetables, an increase of 114% over 2014.



### 47.1%

of respondents surveyed for the 2015 *Shape Your Future* campaign evaluation know that children should get 60 minutes of physical activity per day, an increase of 28% over 2014.

### 70%

of respondents to an *Oklahoma Tobacco Helpline* campaign evaluation are aware of the free services offered through the Helpline, that has served more than 300,000 Oklahomans.



### Campaign Increases Support for Smokefree Policies

Published in the Journal of the Oklahoma State Medical Association, a 2007 to 2015 comparison study of people exposed to the *Tobacco Stops With Me* campaign showed:

- increased support, from 23.7% to 55%, for smokefree bars
- increased belief, from 58.5% to 72.6%, that secondhand smoke causes heart disease
- increased belief, from 63.8% to 70.6%, that secondhand smoke is very harmful



# MEASURES OF PROGRESS

All TSET grants, public education campaigns, and key partnerships support smokefree environments. Evidence shows that smokefree environments reduce exposure to secondhand smoke, help users quit tobacco use, and prevent young people from starting.

From 2003 to 2013, grantees of the Communities of Excellence program helped school boards, businesses, city councils, and other organizations pass more than 800 health promoting policies, including 24/7 tobacco-free campus policies.

TSET grantee Free The Night worked with music festivals in Norman and Enid to create smokefree environments.

Health Systems Initiative grants supported tobacco-free hospitals and treatment facilities, using best practice methods to encourage patients to be tobacco free and call the Oklahoma Tobacco Helpline.

In 2015, with nearly 80 percent of students covered by a 24/7 policy, a law was passed making all schools tobacco free, 24 hours a day, 7 days a week. This law ensures all Oklahoma children are protected from tobacco use.

**1 BILLION**

**Cigarette sales have decreased** by 1 billion packs since 2001.

Source: OK Tax Commission

**61.4%**

**Quit attempts among smokers** has increased from 48.1% in 2001 to 61.4% in 2014.

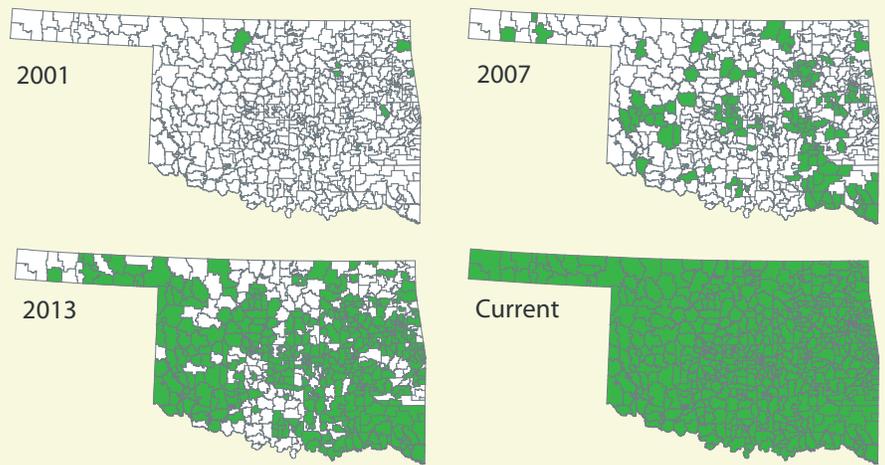
Source: BRFSS

**83.7%**

**Homes with a smokefree policy** have increased from 54.9% in 2001 to 83.7% in 2014.

Source: BRFSS

## Public School Districts Adoption of 24/7 Tobacco-Free Policies



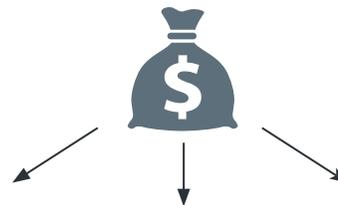
Source: Oklahoma State Department of Health

# FY15 PAYMENTS & EARNINGS

The Tobacco Settlement Endowment Trust (TSET) is funded by earnings from investments of payments from the 1998 Master Settlement Agreement (MSA) between 46 states and the tobacco industry. MSA payments to the state are divided—TSET receives 75 percent, the State Legislature receives 18.75 percent, and the Attorney General's Office receives 6.25 percent.

TSET's Endowment fund is constitutionally protected to ensure a growing revenue source dedicated to improving the health of Oklahomans.

**\$76,860,400**  
MSA Payment to Oklahoma



**\$4,803,775**  
Office of the  
Attorney General



**\$14,411,325**  
State Legislature  
for Appropriation



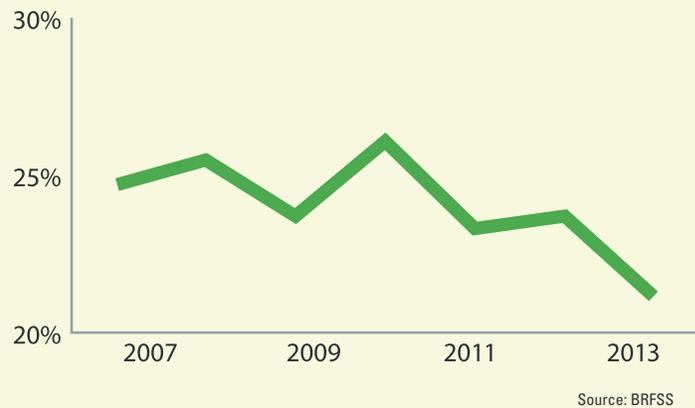
**\$57,645,300**  
Added to Endowment  
for Investment



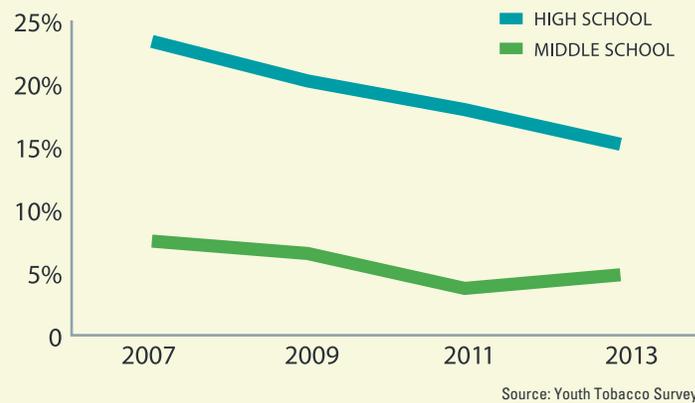
Balance as of 7-30-15: \$999,826,933

# HEALTH INDICATORS

## Current Adult Smoking



## Current Youth Smoking

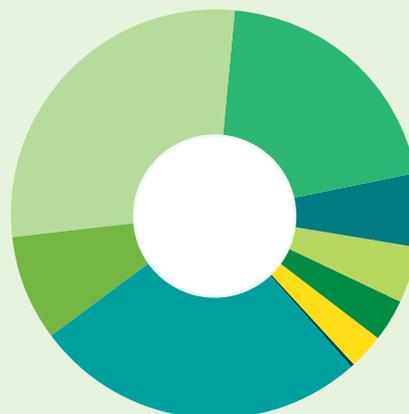


	OK	U.S.
Heart Disease Deaths (rate per 100,000)	<b>228.1</b>	<b>172.8</b>
Cancer Deaths (rate per 100,000)	<b>179.9</b>	<b>167.5</b>
Obesity - Adult	<b>32.5%</b>	<b>29.4%</b>
Obesity - Youth	<b>11.8%</b>	<b>13.7%</b>
150 Minutes Weekly Physical Activity - Adult	<b>16.2%</b>	<b>21%</b>
60-Minutes Daily Physical Activity - Youth	<b>38.5%</b>	<b>27.1%</b>
Median Daily Fruit Intake Adult	<b>0.9</b>	<b>1.1</b>
Fruit or Fruit Juice Intake, Past 7 Days - H.S. Students	<b>92.6%</b>	<b>93.4%</b>
Vegetable Intake Daily Adult	<b>1.5</b>	<b>1.6</b>
Vegetable Intake, Past 7 Days - H.S. Students	<b>93.4%</b>	<b>92.9%</b>

# FY15 BUDGET ALLOCATIONS

**\$50,053,698**  
Budget Allocations  
Funded by FY14 Earnings

Only the earnings from endowment investments are used to fund grants and programs that seek to reduce cancer and cardiovascular disease. Appointed Board of Directors oversee expenditures.



- 34.76%** Tobacco Prevention
- 8.36%** Obesity Prevention
- 28.36%** Health Communications
- 20.42%** Research
- 5.73%** Administration
- 4.41%** Program & Grant Support
- 3.44%** Health Systems
- 2.74%** Evaluation
- .15%** Conference Sponsorships

**\$46,275,335**

Investment Earnings  
to TSET



Certified in November 2015;  
available for FY16 and beyond.

# FY15 GRANTS

## Communities of Excellence in Physical Activity & Nutrition (\$2,690,820)

\$140,000 · Bryan County Health Department · Bryan County Turning Point

\$150,147 · Carter County Health Department · Carter County Turning Point

\$104,000 · City of Elk City · Oklahoma Unified Resources Turning Point



\$196,000 · Comanche County Health Department · Fit Kids of Southwest Oklahoma

\$158,000 · Great Plains Youth and Family Services (Hobart) · Kiowa Coalition & Caddo County Interagency Coalition

\$106,392 · INCA Community Services · Atoka/Coal Partnership for Change Coalition

\$152,000 · Jackson County Health Department · Jackson County Community Health Action Team

\$166,100 · Johnston County Health Department · Fit Communities · Johnston-Marshall Consortium

\$176,000 · Logan County Health Department · Logan County Partnership

\$220,000 · McCurtain County Health Department · Tri-County Consortium

\$216,911 · Muskogee County Health Department · Muskogee County Turning Point

\$172,000 · Norman Regional Health Systems · Cleveland County Turning Point

\$315,400 · Oklahoma City-County Health Department · Wellness NOW Coalition

\$115,000 · Okmulgee County Health Department · Okmulgee County Wellness Coalition

\$302,870 · Tulsa County Health Department · Tulsa County Wellness Partnership

## Communities of Excellence in Tobacco Control - Wave I (\$3,910,411)

\$140,000 · Atoka County Health Department · Atoka/Coal Partnership for Change Coalition

\$191,000 · Cherokee County Health Services Council · Community Health Coalition of Cherokee County

\$186,000 · City of Elk City · Western Oklahoma Coalition for Community Strengthening

\$207,000 · Comanche County Memorial Hospital · Southwest Tobacco Free Oklahoma Coalition

\$195,000 · Community Children's Shelter & Family Service Center, Inc (Ardmore) · Carter County Turning Point

\$226,000 · Gateway to Prevention and Recovery · Pottawatomie Alliance Toward Community Health

\$188,000 · Gateway to Prevention and Recovery · Tri-County Tobacco Prevention

\$160,000 · Jackson County Health Department · Jackson County Community Health Action Team

\$320,000 · Muskogee County Health Department · Muskogee Turning Point



\$264,411 · Norman Regional Health Systems · Cleveland County Turning Point

\$431,000 · Oklahoma City County Health Department · Wellness Now Coalition

\$257,000 · OSU Seretean Wellness Center · Payne County Live Well Coalition

\$210,000 · Oklahoma State University · Seretean Wellness Center: Child Abuse Prevention Task Force District XI



\$150,000 · Osage Nation · Osage County Community Partnership Board

\$190,000 · Pittsburg County Health Department · SouthEast TobaccoFree Oklahoma Coalition

\$220,000 · Pushmataha County Health Department · Pushmataha County Turning Point Coalition, Choctaw County Coalition Consortium & McCurtain County

\$375,000 · Tulsa County Health Department · Tulsa County Tobacco Free Coalition

## Communities of Excellence in Tobacco Control - Wave II (\$1,033,000)

\$185,000 · Bryan County Health Department (Durant) · U Turn Consortium

\$178,000 · Great Plains Youth and Family Services (Hobart) · Caddo Kiowa Consortium

\$169,000 · Kingfisher County Health Department · Blaine-Kingfisher Tobacco Education Consortium

\$179,000 · OSU Seretean Wellness Center · Okmulgee County Wellness Coalition

\$146,000 · Southwest Oklahoma Community Action Group, Inc. (Altus) · Red River Tobacco Education Consortium

\$176,000 · Wagoner County Health Department · Wagoner County Family Resource Council

## Communities of Excellence in Tobacco Control - Wave III (\$1,268,100)

\$164,000 · Canadian County Health Department · Canadian County for Children and Families

\$205,000 · Gateway to Prevention and Recovery · Prague Turning Point Coalition

\$157,000 · Ki Boi Community Action Foundation · Haskell County Coalition and Living in Latimer Coalition

\$138,000 · LeFlore County Youth Services, Inc. · LeFlore County Coalition for Healthy Living

\$165,000 · Norman Regional Health Systems · Community Alliance of Resources for Everyone

\$125,000 · Norman Regional Health Systems · Interagency and Community Coalition of Grady County

\$144,000 · Northwest Family Services, Inc. · Woods County & Major County Coalitions (forming a consortium)

\$130,000 · Pontotoc County Health Department · Pontotoc County Turning Point/Systems of Care Coalition



\$154,000 · Texas County Health Department · Texas County Coalition

\$128,889 · Rural Health Projects, Inc. · Garfield County Live Healthy Coalition

## Conference Sponsorships (\$69,955)

\$5,000 · Alzheimer's Association  
\$5,000 · Center for Child Abuse & Neglect

\$5,000 · Oklahoma Academy of Family Physicians

\$5,000 · Oklahoma Academy for State Goals

\$1,975 · Oklahoma Association for Health, Physical Education, Recreation and Dance

\$2,500 · Oklahoma Caring Foundation

\$5,000 · Oklahoma Department of Mental Health and Substance Abuse Services

\$5,000 · Oklahoma Institute for Child Advocacy



\$5,000 · Oklahoma Municipal League

\$5,000 · Oklahoma Primary Care Association

\$5,000 · Oklahoma Public Health Association

\$5,000 · Oklahoma State School Board Association

\$5,000 · Public Health Institute of Oklahoma

\$8,980 · Rural Health Association

\$1,500 · University of Central Oklahoma

### Emerging Opportunities (\$1,242,790)

\$285,500 · Oklahoma City Boathouse Foundation

\$522,640 · Oklahoma State Department of Health - FitnessGram

\$97,500 · Physicians Manpower Training Commission - Oklahoma Medical Loan Repayment Program

\$337,150 · Rescue Social Change - Free the Night

### Health Systems Initiatives (\$1,360,230)

\$388,179 · Mental Health & Substance Abuse

\$261,440 · Oklahoma Health Care Authority

\$710,611 · Oklahoma Hospital Association

### Healthy Communities Incentive Grants (\$1,138,000)

\$100,000 · Ada

\$45,000 · Alva

\$10,000 · Blair

\$45,000 · Blanchard

\$50,000 · Durant

\$20,000 · Eufaula

\$4,000 · Frederick

\$21,000 · Guymon

\$50,000 · Hugo

\$20,000 · Kingston

\$160,000 · Lawton

\$20,000 · Lexington

\$20,000 · Maud

\$92,000 · McAlester

\$10,000 · McLoud

\$50,000 · Muskogee

\$50,000 · Pryor Creek

\$10,000 · Purcell

\$45,000 · Seminole

\$110,000 · Shawnee

\$20,000 · Springer

\$92,000 · Tahlequah

\$20,000 · Wilson

\$92,000 · Yukon



### Healthy Schools Incentive Grants (\$89,000)

\$2,000 · Afton Public School District

\$2,000 · Antlers Elementary School

\$1,500 · Antlers High School

\$10,000 · Ardmore Public School District

\$3,000 · Braggs Public School District

\$3,000 · Calera Public School District

\$3,000 · Central High Public School District

\$3,000 · Colbert Public School District

\$1,500 · Colbert West Ward Elementary

\$3,000 · Hydro-Eakly Public School District



\$1,500 · Indian Camp Elementary School

\$10,000 · Jenks Public School District

\$8,000 · Lincoln Elementary School

\$3,000 · Maud Public School District

\$4,000 · McLoud Elementary School

\$1,500 · McLoud Jr High School

\$2,000 · McLoud High School

\$5,000 · McLoud Public School District

\$3,000 · Milburn Public School District

\$1,500 · Millwood High School

\$20,000 · Muskogee Public School District

\$1,500 · Nashoba Public School District

\$50,000 · Oklahoma City Public School District

\$2,000 · Olustee Public School District

\$3,000 · Pawhuska Public School District

\$1,500 · Ravia Public School District

\$3,000 · Springer Public School District

\$3,000 · Soper Public School District

\$1,500 · Twin Hills Public School District

\$10,000 · Western Heights Public School District

\$3,000 · Wapanucka Public School District

### Oklahoma Tobacco Helpline Program

\$3,850,000 · Alere Wellbeing (Seattle, WA) · Provides a telephone-based tobacco cessation service at no charge to all Oklahomans who are ready to quit tobacco use. Also provides consultation to Oklahoma health care professionals regarding effective tobacco dependence treatment.

### Public Education Health Communication

\$14,192,899 · VI Marketing & Branding (Oklahoma City) · TSET, in partnership with the Center for Advancement of Wellness at the Oklahoma State Department of Health, coordinates public education health communication campaigns to achieve the goals to reduce tobacco use and obesity.

### Program Evaluation & Support (\$2,430,101)

\$1,060,000 · Oklahoma State Department of Health

\$307,500 · Oklahoma State University, Department of Nutritional Sciences, Evaluation

\$747,760 · Oklahoma Tobacco Research Center

\$314,841 · Oklahoma University Health Sciences Center, Evaluation



### Research (\$10,223,133)

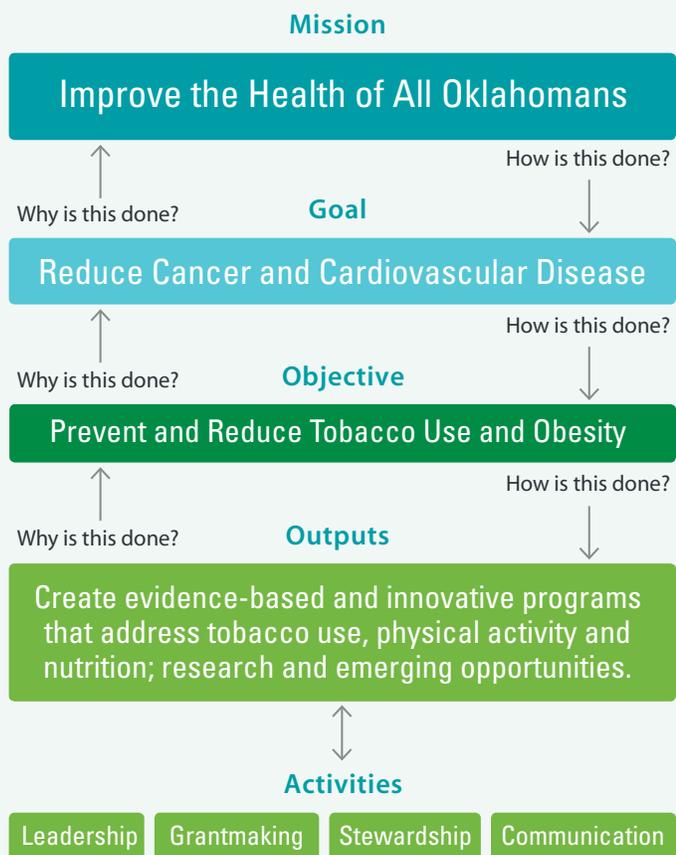
\$2,752,971 · Oklahoma Center for Adult Stem Cell Research (OCASCR)

\$1,510,000 · Oklahoma Tobacco Research Center (OTRC)

\$5,960,162 · TSET Cancer Research Program

# WHAT GUIDES US

## STRATEGIC PLAN



TSET contracts with external researchers for rigorous evaluation of programs and grants. Evaluation reports are available to the public on the TSET website.

## VISION

Improving the Health of Every Oklahoman

## MISSION

To improve the health and quality of life of all Oklahomans through accountable programs and services that address the hazards of tobacco use and other health issues.

## VALUES & BEHAVIORS

To encourage programs and initiatives that are based on the best research available, follow practices with proven results, and provide the best opportunity for success.

To explore emerging opportunities that encourage creative and innovative approaches.

To work cooperatively with other public and private organizations and funders to support joint efforts that will use funds efficiently, avoid duplication, minimize administrative expense and provide the opportunity for sustained activity.

To plan and encourage community-based comprehensive services for urban and rural areas of Oklahoma.

To make funding decisions based on the best interests of the people of Oklahoma and the merits of the proposals.

To encourage grantees to leverage additional resources through partnerships, grants and other monetary and in-kind contributions.

## BOARDS

The constitution created two TSET boards. A five-member board of investors, chaired by the State Treasurer, invests and manages the fund. A seven-member board of directors allocate the earnings from the endowment fund to grants and programs.

Seven different appointing authorities appoint the bi-partisan board of directors to represent each of Oklahoma's Congressional Districts. This structure helps ensure that the decisions made are in the best interests of the people, and the State of Oklahoma.

### Directors

Jim Gebhart, FACHE, Chair  
Lisa Nowlin, DDS, Vice Chair  
George Foster, OD  
Casey Killblane  
Curtis Knoles, MD  
Don Millican, CPA  
Ken Rowe, CPA

### Investors

Ken Miller, Chair  
Brenda Bolander, CPA  
Todd Dobson, CPA  
Donald Pape  
R. Scott Vaughn, CPA



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Tracey Strader, MSW, Executive Director